

MANAGING TRAVEL FOR PLANNED SPECIAL EVENTS



To Access this Handbook, Visit:



<http://tmc pfs.ops.fhwa.dot.gov/>

Purpose

Planned special events pose a unique and diverse set of challenges to stakeholders charged with maintaining transportation system safety, mobility, and reliability. These challenges include:

- Managing intense travel demand
- Mitigating potential capacity constraints
- Influencing the utility associated with various travel choices
- Accommodating heavy pedestrian flow

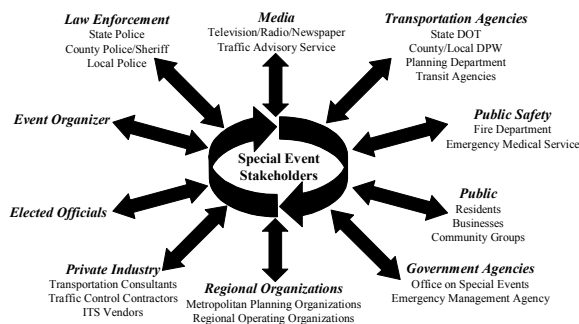
Managing travel for planned special events encompasses both a local and regional level. The local level involves managing travel for one planned special event. The regional perspective concerns proactively improving travel management for all planned special events occurring in a region where, in most major U.S. metropolitan areas, hundreds of planned special events occur annually.

Given the dynamic characteristics of planned special events, the Federal Highway Administration Traffic Management Center Pooled-Fund Study (TMC PFS) recognized the need to identify operations planning and program issues, derive operational strategies and plans, and examine successful interagency cooperation and communication techniques specific to planned special events. In turn, the TMC PFS commissioned development of a technical reference document that provides direction, guidance, and recommended practices related to the proactive management of planned special events. It builds on the state-of-the-practice in managing travel for planned special events and strives to complement and advance the present capabilities of TMCs in addition to that of traffic management programs in metropolitan, urban, and rural areas.

This handbook communicates to a wide audience, assisting practitioners that possess the following

backgrounds:

- Novice planned special event practitioner
- Experienced planned special event practitioner
- Local, single-jurisdiction event planning and management
- Regional, multi-jurisdiction event planning and management



Overview

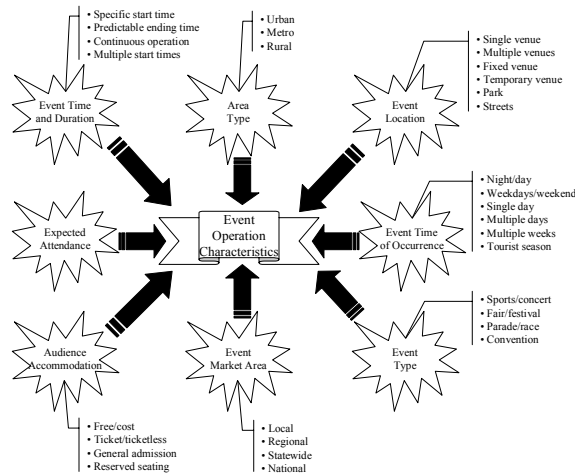
A planned special event is a public activity, with a scheduled time and location, that impacts normal transportation system operations as a result of increased travel demand and/or reduced roadway capacity attributed to event staging.

Planned special events include sporting events, concerts, festivals, and conventions occurring at permanent multi-use venues (e.g., arenas, stadiums, race tracks, fair grounds, amphitheaters, convention centers, etc.). They also include less frequent public events such as parades, fireworks displays, bicycle races, sporting games, motorcycle rallies, seasonal festivals, and milestone celebrations at temporary venues.

The term *planned* special event is used to describe these activities because of their known locations, scheduled times of occurrence, and associated operat-



ing characteristics. Emergencies, such as a severe weather event or other major catastrophe, represent special events that can induce extreme traffic demand under an evacuation condition. However, these events occur at random and with little or no advance warning, thus contrasting characteristics of planned special events.



The operational characteristics of planned special events create the following five event categories:

- Discrete/recurring event at a permanent venue
- Continuous event
- Street use event
- Regional/multi-venue event
- Rural event

Approach

The practice of managing travel for planned special events incorporates advance planning, management, and evaluation activities encompassing five distinct, chronological phases:

- **Program planning** encompasses advance planning activities completed months prior to a single, target event or activities related to a series of future planned special events.
- **Event operations planning** involves advance planning and resource coordination activities conducted for a specific planned special event.
- **Implementation activities** concern strategizing traffic management plan deployment in addition to conducting necessary equipment testing and personnel training activities.
- **Day-of-event activities** refer to the daily implementation of the traffic management plan in addition to traffic monitoring.
- **Post-event activities** cover the evaluation of local and regional transportation operations

based on stakeholder debriefings and an analysis of traffic data collected during the day-of-event.

This technical reference consists of 15 chapters organized through the following sections: (1) overview, (2) advance planning, (3) day-of-event activities, (4) post-event activities, and (5) event profile. This handbook presents recommended policies, guidelines, procedures, operations strategies, and resource applications in tables, flowcharts, and checklists so users can easily extract information and identify issues, analyses, and products applicable to a particular category of planned special event.

Certain stakeholders may find the majority of handbook chapters pertain to their duties and responsibilities when handling a planned special event. Other stakeholders may only have interest in information disseminated via a few handbook sections. This handbook recognizes three user groups, each of whom has an identifiable icon that appears in the heading of handbook sections relevant to the group:

- Transportation engineer
- Law enforcement officer
- Event organizer



Products and Milestones

To obtain a copy of *Managing Travel for Planned Special Events*, please visit the TMC Pooled-Fund Study web site listed on the previous page.

Take note of these future FHWA products designed to support this handbook:

- National conference on Managing Travel for Planned Special Events – Late 2004
- NHI Course 133099, *Managing Travel for Planned Special Events* – 2005

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